

Staffing Levels

A SNAPSHOT OF HUMAN RESOURCES FROM THE IDEA FITNESS INDUSTRY SALARY SURVEY 2004.

By Patricia Ryan, MS

How many staff positions do fitness businesses need to operate successfully? Among those surveyed in the IDEA Fitness Industry Salary Survey 2004, the emphasis is on teaching staff. Personal trainers (78%) and Pilates or yoga teachers (64%) are the job titles respondents report most often, followed by group fitness instructors (58%).

The businesses represent a cross section of fitness businesses and appear to be smaller facilities. They include

- 31% multipurpose and fitness-only health clubs
- 25% personal training gyms and client homes
- 14% colleges, JCCs, Ys, and parks and recreation
- 7% yoga and Pilates studios
- 7% group exercise studios and satellite classes

These businesses report a median of 300 clients, with a minimum of 3 clients and a maximum of 280,000.

Staff Responsibilities

Fitness/Program Director: hires and supervises staff; manages equipment; schedules or oversees scheduling of classes, lectures/clinics and training; prepares budgets.

Personal Training Director: hires, supervises and schedules trainers; plans department services; prepares budgets.

Group Exercise Coordinator: hires, trains, supervises group exercise instructors; schedules classes and teachers; may teach classes; follows budget.

Personal Trainer: instructs individual clients; monitors and records progress; enrolls new clients; collects fees.

Fitness Floor Staff: monitors equipment, supplies and people in the fitness center.

Group Fitness Instructor: teaches general classes set to music, such as step and mixed impact.

Specialty Instructor: teaches classes requiring specialized training, such as

indoor cycling or martial arts.

Fitness Instructor: may conduct fitness assessments, teach classes and give personal training sessions.

Pilates or Yoga Instructor: teaches classes and has specialized training in yoga or Pilates.

About the Survey

The IDEA Salary Survey 2004 was conducted in October 2004 and answered by 517 owners and managers of personal training businesses, health clubs and wellness programs in the United States and Canada. Results appear in the May 2005 issue of *IDEA Fitness Journal*; complete results with additional information are available through IDEA Professional Education, www.ideafit.com, or by calling IDEA member services at (800) 999-4332, ext. 7, or (858) 999-4332, ext. 7.

Patricia Ryan, MS, developed publications and surveys at IDEA for 19 years. This is the eighth industry compensation survey Pat has conducted.

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Staffing Levels in Fitness Facilities

	Have the Position	Mean Number of Staff in Position	Median Number of Staff in Position
Fitness/Program Director	50%		
Personal Training Director	23%		
Group Exercise Coordinator	31%		
Personal Trainer	78%	8	4
Fitness Floor Staff	32%		
Group Fitness Instructor	58%	18	10
Specialty Instructor	38%		
Fitness Instructor	45%		
Pilates or Yoga Instructor	64%	5	3